AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application.

Detailed Listing of Claims:

1. (Currently Amended) A marketing system that matches a customer profile to marketing offers, the marketing system comprising:

a database including a customer profile containing information related to a customer's interests in products and services;

a database including a plurality of marketing offers related to products and services; and

a server for executing a program operable to match a selected offer of the plurality of marketing offers to the customer profile, ~~wherein~~ the customer profile ~~is~~ being a permission-based marketing profile within the server which continuously communicates through Internet to scan for product and service offers that appear to match the customer profile, and provides customer instant communication with a product and/or service provider.

2. (Previously Presented) The system of claim 1 wherein the program is operable to present marketing offers to each customer, based on the results of a matching agent.

3. (Original) The system of claim 1 wherein the marketing offers are located on a plurality of distributed databases, the database in communication through a communications network.

4. (Previously Presented) The system of claim 3 wherein the plurality of distributed databases are located on-site at a company originating at least one of the marketing offers.

5. (Canceled)

6. (Original) The system of claim 1 further including a client computer in communication with the server via a communications network.

7. (Original) The system of claim 6 wherein the client computer includes an applet received from

the server.

8. (Original) The system of claim 7 wherein the applet is configured to prompt the customer using the client computer to enter the customer profile.

9. (Original) The system of claim 8 wherein the applet is further configured to communicate the customer profile to the server.

10. (Original) The system of claim 7 wherein the applet is configured to notify the customer at the client computer upon occurrence of a match to the selected offer.

11. (Currently Amended) A marketing method for matching a plurality of company offers with a plurality of customer profiles, the method comprising:

      evaluating the plurality of offers and the customer profiles, the customer profile being a permission-based marketing profile;

      continuously communicating through Internet to scan for product and service offers that appear to match the customer profiles; and

      matching a selected offer to a selected customer profile; and

      providing customer instant communication with a product and/or service provider.

12. (Original) The method of claim 11 further including communicating the selected offer to the customer.

13. (Original) The method of claim 11 wherein the selected offer is communicated to a client computer via a computer network.

14. (Original) The method of claim 12 further including fulfilling the selected offer with its corresponding company wherein the step of fulfilling uses at least a portion of the customer profile.

15. (Original) The method of claim 11 wherein the customer profile includes an identification of

the customer and a preference of the customer.

16-20. (Canceled)